



# **Specialist Consultancy Services**

# About Victus

## Our story

Headed by Andrew Scott, Victus hospitality & catering consultancy was established in 2014 to:

- Help, support & guide both new & well established SMEs
- Inspire, nurture & develop emerging talent
- Promote & improve the industry in any way possible

Starting out as a humble kitchen porter at the tender age of 13, Andrew earned his stripes in the world of catering and hospitality by working for 15 years in a variety of hotels, pubs and restaurants across the UK and beyond. In 2003, he realised he had enough entrepreneurial spirit, ambition, vision and all-round general sass to go it alone, so he took the plunge and opened a small coffee shop. 15 years down the line, Andrew now owns and operates the award-winning Heaven Scent brand which is comprised of a number of different catering businesses.

While hard work and flair have reaped many rewards, Andrew has had his fair share of challenges and disappointments along the way. One of his ventures pushed him right to the edge, emotionally and financially, but Andrew is no quitter and wanted to turn this negative experience into a positive. So he set up Victus, putting his knowledge, skill and expertise to good use to help others in the industry.

You can now benefit from Andrew's experience to help drive your business forward.



# Credentials

## Associations / affiliations

- Hotel Management Company - Head of Food & Beverage
- The Buell Group – Food & Beverage Specialist
- Big Impact Charity - Chairman
- Hospitality Industry Trust – Food Beverage Associate
- Prestige Hotel Awards – Ambassador
- Fife Licensed Trade Association – Corporate Sponsor
- Institute of Hospitality - Member
- Federation of Small Businesses (FSB) - Member
- Scottish Entertainment & Hospitality Awards - Associate

## Awards

- “Regional Ambassador” finalist, Thistle Awards 2017
- “Tourism & Hospitality Hero” regional finalist in Thistle Awards 2016
- Winner of “Outstanding Contribution to Hospitality 2016”
- Winner of Frank Mullen HIT Scholarship, 2014
- Winner of “Entrepreneurial Caterer of the Year” scholarship 2012
- Owner of the multi-award winning Heaven Scent catering & hospitality brand



# What we do

## **General hospitality consultancy**

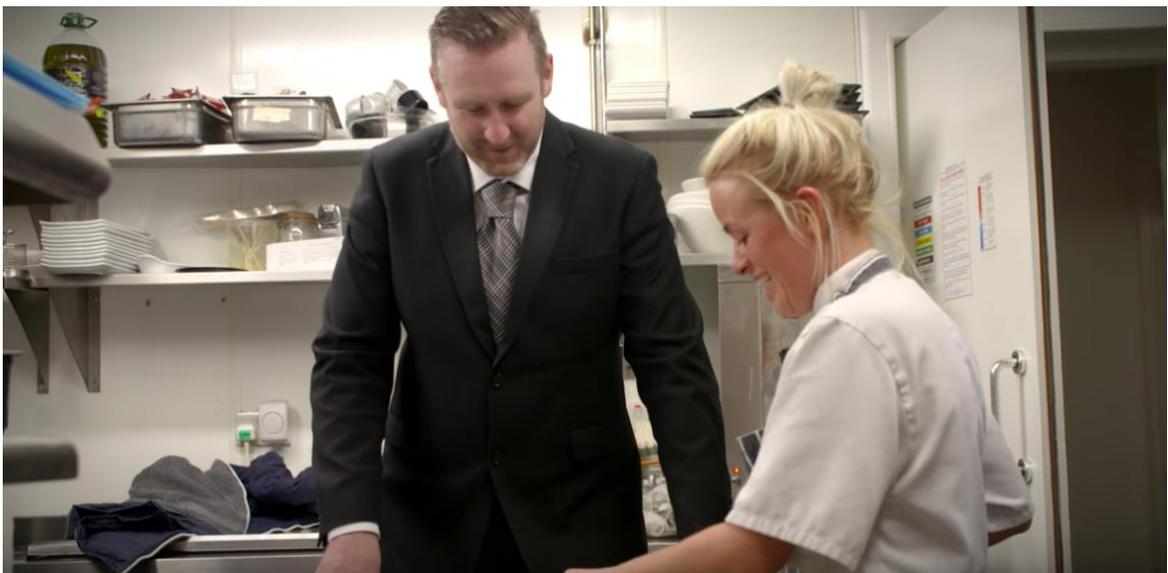
Sometimes a fresh pair of eyes is all it takes. Hospitality is such a hands-on industry that we as business owners are sometimes too close to see true perspective on our business, and can miss opportunities for change or to better our customers' experience. Victus Consultancy offers unbiased advice from an outsider's perspective to make your business flourish.

## **Food & beverage**

The key to your hospitality business is your food and beverage offering. It defines who you are to your customer and your target market. With trends moving so quickly, it's easy to want to change what you do to keep up with the masses, however it's all about striking the right balance so you never lose sight of what you're all about and what your customers love about you. Menu concept, engineering and design are key components of the Victus ethos, never forgetting the all-important profit margins. We can help you achieve this, as well as expand and diversify your offering where required.

## **Advice & guidance for business start ups**

All business ideas start as dreams, but taking that first step can prove to be much more daunting than we first realised. Having the support of a specialist consultancy such as Victus has proven invaluable for new entrepreneurs to reach their goals.



## Staff training

When Richard Branson was asked the question ‘What if I train them and they leave?’ he answered, ‘What if I don’t train them and they stay?’. No truer words have been spoken. As the ambassadors and face of your company, your people are the key to success.

We can help with staff training and mentoring to get the most from your people, including:

- Customer service
- Working with people
- Barista skills
- Allergen training for front of house & kitchen
- Menu costings & menu traffic lighting
- Complaint handling

## Staff coaching

Employ passion, train skill. How do you motivate your team to keep the passion alive? Coaching and mentoring are completely different to training and allows you and your team to continually develop to reach their true potential.

## Documentation

The amount of paperwork and documentation needed to run a hospitality business efficiently and effectively can be overwhelming. Whether it’s health and safety documents to comply with legislation, allergen labelling, Acrylamide checklists, changeover sheets, allocation sheets, staff manuals, induction programmes or cleaning checks, Victus can put together everything you need to run your business smoothly.



## **Marketing**

Whether it's press, digital, printed, face to face or on-line, marketing is a vital part of your business. By using eye-catching typography, logos and pictures, you create an instantly recognizable brand. Social media pages and posts, advertising, tweets, signage, labelling and printed collateral all reinforce your brand, attracting more customers and creating an army of loyal fans along the way. Whatever platform/s you prefer, Victus will help you ensure you get the right message to the right people.

## **Business health checks**

When we are too much IN our business and not enough ON it, we are not always able to see, or can even create, weaknesses within our company. A health check can identify where these weaknesses came from and an action plan to remedy.

## **Business expansion**

From single-site operators looking to increase their footfall to multi-site growth, any form of expansion can make you feel you're pushing against a brick wall. Where to start? How to go about it? What to prioritise? What's the best direction to take? What about budgets and costs? Victus Consultancy can provide outside-the-box ideas to help you through this challenging period.

## **Profit margins**

Increasing profit margins is an ongoing goal, but making it happen can sometimes feel impossible. They say that sales are vanity and profit is sanity. Let us help you question every cost and keep that head sane!



## **Procurement & central billing**

Clients to date have benefited greatly from the introduction to suppliers and advice regarding procurement and central billing. This all saves you time to spend ON your business.

## **Mystery guest programmes**

Let us tell you about your business from a customer point of view. With over 10 years working in this capacity for a major hotel chain, Victus can tell you what you need to know to move your business forward with your customers' expectations in mind.



# Our customers



SCOTTISH CRAFT BUTCHERS



# What our customers say about us

*“Andrew’s unique style – a potent combination of straight talking with a wicked sense of humour – makes the sometimes difficult process of change much more enlightening and enjoyable.”*

**The Buell Group - Food & Beverage Consultant**

*“Your Andrew was fabulous, truly fabulous. The Andrews of Europe loved him and he was just perfect and engaging, exactly what we needed.”*

**VisitScotland – Host**

*“We have always found your service to be brilliant & we are very pleased you can help us once again.”*

**Apex Hotels – Hospitality & catering business consultant**

*“Andrew’s uniquely direct, quirky approach makes a refreshing change from more traditional consultants. He’ll come in, shake up your business and provide plenty of fun along the way”.*

**HIT Scotland – Hospitality Associate**

*“It is a breath of fresh air working with you. I love to see things happening and moving forward, and so far all heading in the right direction.”*

**Hotel du Vin - Hospitality & catering business consultant**

*“The event has already produced some excellent outcomes with a number of meetings being set up with a very high level of engagement. I believe this was partly due to the relaxed but professional way you looked after us.”*

**Angel’s Share Dragon’s Den event – Event Host**

*“Andrew is a top businessman, with high standards. His varied career is clear when you hear him talk with confidence on many topics. His motivational presentation to students recently was inspiring to hear, they were in awe of his career path since leaving college, allowing them to see that if you put your mind to it, you can achieve it. “*

**Radisson Blu - Motivational speaker**

*“Andrew is brilliant fun to work with. A truly passionate, energetic and charismatic being. He is kind, thoughtful and hardworking and has such a rounded set of skills he is a great attribute to any business. With Andrew behind you, your business is sure to bloom.”*

**Drake & Morgan - Staff mentoring & coaching**